280 N. OLD WOODWARD AVENUE, STE. 400, BIRMINGHAM, MICHIGAN 48009-5394 (248) 647-6000 GIFFORD, KRASS, GROH, SPRINKLE, ANDERSON & CITKOWSKI, P.C.

REMARKS

Figure 1 and accompanying text in the specification has been modified to comply with 37 C.F.R. §1.84(p)(5) and §1.83(a). Reference numeral (102) has been changed to (10) in Figure 1.

Claims 1-11 stand rejected under 35 U.S.C. §102(e) over Koch et al. ('564). This application contains 11 claims, of which only claim 1 is independent, and claim 1 includes various limitations directed to the description and rendering of a computer-readable code. The Examiner states that Koch et al. discloses "a method of marking a substrate with an article, which serves as a computer-readable code as recited in claim 1." Applicant cannot understand how the Examiner reaches this conclusion. A "computer-readable code" refers to symbology that a computer can read and extract therefrom a code for tracking purposes, for example. Applicant cannot understand how the Examiner interprets the marking of a substrate with an article to "serve as a computer-readable code," without more disclosure directed specifically to this aspect of the invention.

Applicant respectfully requests reconsideration of this case by the Examiner, on the grounds that the teachings of Koch et al. have been misinterpreted and/or extended to an unreasonable interpretation. Questions regarding this application may be directed to the undersigned at the telephone/facsimile numbers provided.

Respectfully submitted,

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